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SYSTEM OF MARKETING MANAGEMENT

In a modern market economy, when competition between manufacturers of goods is sharply increasing, and consumers are becoming more demanding, each company is interested in the effective management of its marketing activities. Such activities should be filled not only by various measures but also clearly coordinated and planned in modern conditions. At the same time, enterprises need to find new potential markets, introduce innovative technologies and create relevant products, study the activities of the potential competitors and implement measures to preserve and enhance the competitive position in the relevant market. Application of marketing management is one of the main conditions for enterprise development and formation of market relations [2].

Marketing management is a process of analysis, planning, implementation and control over the implementation of measures aimed at establishing and maintaining mutually beneficial links with the target market for the achievement of certain goals of the organization.

In modern conditions, the marketing management system is the basis for managing the organization's activities. Marketing helps organizations determine their place in a market where there is tough competition. The purpose of marketing managers is to support the volume of sales of products while reducing the cost of advertising and promotion of goods on the market [1].

All marketing management tools should be focused on solving existing or potential problems of potential customers. Marketing management is closely linked

with research, analysis, and the ability of the company to respond to changes in its internal and external environment. Formation of marketing management implies knowledge of the basics of market needs, production processes, financial and business operations, social and economic principles of company management, etc. [3].

Its main strategic resource should be the maximum satisfaction of the market needs, that is, the consumers' needs.

Thus, the main functions should be identified in the formation of marketing management, as well as the algorithm should be determined through which marketing activities will be formed. As a result of the research on the sequence of the marketing management process, it should be noted that this process consists of steps aimed at managing the demand of potential customers, satisfying and serving the needs of the market. Taking into account the development of these stages, as well as their further application will ensure the effective functioning of marketing activities of the enterprise and contribute to the achievement of the goals and the successful functioning of the harsh conditions of modern economic relations.

References

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